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We've Gone Interactive

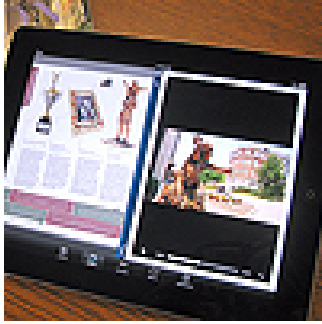
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We've Gone Interactive

10.20.2011 | Campus and Community, Hot Topics, Culture and Society The award-winning *University of Dayton Magazine* is among the first alumni magazines in the country to be available as a free iPad app.

Earlier this month, the University of Dayton announced a free iPad app for its viewbook — believed to be the first time any university has adapted its student recruitment brochure for iPad technology. The interactive viewbook introduces prospective students to campus life through fast-moving videos, bold graphics, tweets and opportunities to videoconference with admission counselors. It's so cutting edge that Adobe Digital Publishing is showcasing the app as a national case study.

The interactive edition of the *University of Dayton Magazine* offers multimedia features and hyperlinks "that bring alive the sights and sounds we report in print. You can paddle the Great Miami River with the River Stewards, join a student on her summer of service in Appalachia or sit among Red Scare during the season's biggest game," Matthew Dewald, editor of the *University of Dayton Magazine*, told alumni through Facebook and Twitter.

"You deserve a magazine as lively as your UD experience and as portable as your fondest Flyer memories," he wrote. "It's available for iPad, iPhone, iPod Touch and Android, all free, always available whenever you need it."

The University of Dayton joins a handful of universities, including Emory, Stanford, Harvard, Cornell, Clemson and Loyola Marymount, in providing their alumni with an interactive version of their alumni magazines.

"This beautifully supplements the print stories in the *University of Dayton Magazine* that entertain and engage readers intellectually and emotionally," Dewald said.